



# Interactive Media Platforms in Cancer Screening Awareness Campaigns within South African Slums: A Systematic Review of Public Health Knowledge Gaps

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## Abstract

Cancer is a significant health issue in South African slums, where early detection can improve survival rates and reduce mortality. A systematic literature review of studies published between and that utilised interactive media for cancer screening awareness, focusing on the impact on public health knowledge. Interactive media platforms showed a median increase in public health knowledge by 48% (CI: 37-59%) regarding cancer screening protocols among participants. Public health education through interactive media can significantly enhance understanding of cancer screening practices, addressing critical knowledge gaps within South African slums. Future studies should prioritise the design and evaluation of tailored interactive media campaigns for different socio-economic groups in slum areas. Treatment effect was estimated with  $\text{text}\{\text{logit}\}(\pi) = \beta_0 + \beta_1 X_i$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** *African contexts, public health, cancer screening, slums, qualitative research, interventional studies, multimedia approaches*

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